

ORDER



WZZM 13

Orders
Order / Rev: 684046 - 4
Alt Order #: 06145688
Product Desc: MICHIGAN GOP 2012
Estimate:
Flight Dates: 10/17/12 - 10/29/12
Original Date / Rev: 10/24/12 / 10/24/12
Order Type: Political

Primary AE: Kristen Waskie
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Strategic Media Services
Buying Contact:
Billing Contact:
 3299 K Street NW Suite 200
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: MI GOP
Demographic: A35+
Product Codes: PL-Judicial
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	84	\$36,285.00	\$30,842.25
10/29/12	10/29/12	1	\$445.00	\$378.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	84	\$36,285.00	\$30,842.25	0.00
November 2012	1	\$445.00	\$378.25	0.00
Totals	85	\$36,730.00	\$31,220.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristen Waskie			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WZZM	10/17/12	10/21/12	M-Su 11-1135p LN M-Su Late News	CM	11-1135p	--WTF-S	:30	4	\$625.00	P-2	0.00	NM	4	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	--WTF-S		4				\$625.00		0.00			
2	WZZM	10/22/12	10/23/12	M-Su 11-1135p LN M-Su Late News	CM	11-1135p	MT-----	:30	2	\$625.00	P-2	0.00	NM	2	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	MT-----		2				\$625.00		0.00			
3	WZZM	10/17/12	10/19/12	M-F 530-6a M-F Morning News	CM	530-6a	--WTF--	:30	3	\$185.00	P-2	0.00	NM	3	\$555.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	--WTF--		3				\$185.00		0.00			
4	WZZM	10/22/12	10/23/12	M-F 530-6a M-F Morning News	CM	530-6a	MT-----	:30	2	\$185.00	P-2	0.00	NM	2	\$370.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	MT-----		2				\$185.00		0.00			
5	WZZM	10/17/12	10/19/12	M-F 6-7a M-F Morning News	CM	6-7a	--WTF--	:30	3	\$355.00	P-2	0.00	NM	3	\$1,065.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	--WTF--		3				\$355.00		0.00			
6	WZZM	10/22/12	10/23/12	M-F 6-7a M-F Morning News	CM	6-7a	MT-----	:30	2	\$355.00	P-2	0.00	NM	2	\$710.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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 Flight Dates: 10/17/12 - 10/29/12

Advertiser: MI GOP
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 Estimate:

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	WZZM	10/22/12	10/23/12	M-F 6-7a M-F Morning News	CM	6-7a	MT-----	:30	2	\$355.00	P-2	0.00	NM	2	\$710.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MT-----		2			\$355.00		0.00				
7	WZZM	10/17/12	10/19/12	M-F 7-9a M-F Good Morning Ame	CM	7-9a	--WTF--	:30	3	\$355.00	P-2	0.00	NM	3	\$1,065.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	--WTF--		3			\$355.00		0.00				
8	WZZM	10/22/12	10/23/12	M-F 7-9a M-F Good Morning Ame	CM	7-9a	MT-----	:30	2	\$355.00	P-2	0.00	NM	2	\$710.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MT-----		2			\$355.00		0.00				
9	WZZM	10/17/12	10/19/12	M-F 10-1030am Millionaire	CM	10-1030am	--W-F--	:30	2	\$75.00	P-2	0.00	NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	--W-F--		2			\$75.00		0.00				
10	WZZM	10/22/12	10/22/12	M-F 10-1030am Millionaire	CM	10-1030am	M-----	:30	1	\$75.00	P-2	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	M-----		1			\$75.00		0.00				
11	WZZM	10/18/12	10/18/12	M-F 1030-11am Millionaire	CM	1030-11a	---T---	:30	1	\$75.00	P-2	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	---T---		1			\$75.00		0.00				
12	WZZM	10/23/12	10/23/12	M-F 1030-11am Millionaire	CM	1030-11a	-T-----	:30	1	\$75.00	P-2	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-T-----		1			\$75.00		0.00				
13	WZZM	10/17/12	10/19/12	The View The View	CM	11a-12n	--WTF--	:30	3	\$190.00	P-2	0.00	NM	3	\$570.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	--WTF--		3			\$190.00		0.00				
E 14	WZZM	10/22/12	10/23/12	The View The View	CM	11a-12n	MT-----	:30	2	\$190.00	P-2	0.00	NM	1	\$190.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MT-----		2			\$190.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	NZZM	10/22/12-10/28/12		The View		11a-12n	MT-----	:30	(\$190.00)	0.00	NM				
Credited [credit na's]															
15	WZZM	10/17/12	10/19/12	M-F 12-1230p Noon News	CM	12-1230pm	--WTF--	:30	3	\$225.00	P-2	0.00	NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	--WTF--		3			\$225.00		0.00				
16	WZZM	10/22/12	10/23/12	M-F 12-1230p Noon News	CM	12-1230pm	MT-----	:30	2	\$225.00	P-2	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MT-----		2			\$225.00		0.00				
E 17	WZZM	10/17/12	10/19/12	The Chew The Chew	CM	1-2p	--W-F--	:30	2	\$140.00	P-2	0.00	NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	--W-F--		2			\$140.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	NZZM	10/15/12-10/21/12		The Chew		1-2p	--W-F--	:30	(\$140.00)	0.00	NM				
Credited [credit na's]															
E 18	WZZM	10/22/12	10/22/12	The Chew The Chew	CM	1-2p	M-----	:30	1	\$140.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
30	WZZM	10/22/12	10/23/12	M-F 6-630p M-F News	CM	6-630p	MT-----	:30	2	\$900.00	P-2	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	MT-----		2			\$900.00		0.00				
31	WZZM	10/17/12	10/19/12	M-F 630-7p M-F ABC World News	CM	630-7p	--WTF--	:30	3	\$1,350.00	P-2	0.00	NM	3	\$4,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/15/12	10/21/12	--WTF--		3			\$1,350.00		0.00				
32	WZZM	10/22/12	10/23/12	M-F 630-7p M-F ABC World News	CM	630-7p	MT-----	:30	2	\$1,350.00	P-2	0.00	NM	2	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	MT-----		2			\$1,350.00		0.00				
33	WZZM	10/17/12	10/19/12	M-F 7-730p M-F Entertainment To	CM	7-730p	--WTF--	:30	3	\$375.00	P-1	0.00	NM	3	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/15/12	10/21/12	--WTF--		3			\$375.00		0.00				
34	WZZM	10/22/12	10/23/12	M-F 7-730p M-F Entertainment To	CM	7-730p	MT-----	:30	2	\$375.00	P-1	0.00	NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	MT-----		2			\$375.00		0.00				
35	WZZM	10/22/12	10/22/12	Mon Prime Other Bachelor Pad	CM	8-10p	M-----	:30	1	\$2,500.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	M-----		1			\$2,500.00		0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	NZZM	10/22/12-10/28/12	Mon Prime Other		8-10p	M-----	:30		(\$2,500.00)		0.00	NM		
	Credited [credit na's]														
36	WZZM	10/22/12	10/22/12	Mon Prime C The Glass House	CM	10-11p	M-----	:30	1	\$1,800.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	M-----		1			\$1,800.00		0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	NZZM	10/22/12-10/28/12	Mon Prime C		10-11p	M-----	:30		(\$1,800.00)		0.00	NM		
	Credited [credit na's]														
37	WZZM	10/23/12	10/23/12	Tue Prime C Tu 10-11p	CM	10-11p	-T-----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	-T-----		1			\$850.00		0.00				
38	WZZM	10/20/12	10/20/12	WZZM Sat Weekend AM Sat Weekend AM News	CM	6-8a	-----S-	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/15/12	10/21/12	-----S-		1			\$100.00		0.00				
39	WZZM	10/20/12	10/20/12	Sa 8-9a Sa Good Morning Amer	CM	8-9a	-----S-	:30	1	\$190.00	P-2	0.00	NM	1	\$190.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/15/12	10/21/12	-----S-		1			\$190.00		0.00				
40	WZZM	10/20/12	10/20/12	Sat Early News Sat Early News	CM	Sat Early News	-----S-	:30	1	\$225.00	P-2	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/15/12	10/21/12	-----S-		1			\$225.00		0.00				
E 41	WZZM	10/20/12	10/20/12	Sa 730-8p Healthy You	CM	730-8p	-----S-	:30	1	\$110.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/15/12	10/21/12	-----S-		1			\$110.00		0.00				

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E 41	WZZM	10/20/12	10/20/12	Sa 730-8p Healthy You	CM	730-8p	-----S-	:30	1	\$110.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S-		1				\$110.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WZZM	10/15/12-10/21/12	Sa 730-8p		730-8p	-----Sa--	:30		(\$110.00)		0.00	NM		
	Credited [credit na's]														
42	WZZM	10/20/12	10/20/12	M-Su Late Run News M-Su Late Run News	CM	1130p-12a (11:30 PM-12:00 XM)	-----S-	:30	1	\$325.00	P-1	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S-		1				\$325.00		0.00			
43	WZZM	10/21/12	10/21/12	Su 8-9a Su Good Morning Amer	CM	8-9a	-----S	:30	1	\$190.00	P-2	0.00	NM	1	\$190.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S		1				\$190.00		0.00			
44	WZZM	10/21/12	10/21/12	Sun Early News Sun Early News	CM	Sun Early News (5:58 PM-6:30 PM)	-----S	:30	1	\$725.00	P-2	0.00	NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S		1				\$725.00		0.00			
45	WZZM	10/21/12	10/21/12	Sun Early News Sun Early News	CM	Sun Early News (6:30 PM-7:00 PM)	-----S	:30	1	\$375.00	P-2	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S		1				\$375.00		0.00			
46	WZZM	10/21/12	10/21/12	Sun Prime B Once Upon a Time	CM	8-9p	-----S	:30	1	\$2,500.00	P-1	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S		1				\$2,500.00		0.00			
47	WZZM	10/22/12	10/22/12	Prime Political Program Presidential Debate	CM	Mon 9-11p	M-----	:30	1	\$1,440.00	P-4	0.00	NM	1	\$1,440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	M-----		1				\$1,440.00		0.00			
48	WZZM	10/17/12	10/19/12	M-F 5-530a M-F Morning News	CM	5-530a	--WTF--	:30	1	\$260.00	P-2	0.00	NM	1	\$260.00
49	WZZM	10/17/12	10/19/12	M-F 9-10a Take 5	CM	9-10am	--WTF--	:30	1	\$100.00	P-1	0.00	NM	1	\$100.00
N50	WZZM	10/27/12	10/27/12	WZZM Sat Weekend AM Sat Weekend AM News	CM	6-8a	-----S-	:30	1	\$175.00	P-1	0.00	NM	1	\$175.00
N51	WZZM	10/28/12	10/28/12	WZZM Sun Weekend AM Sun Weekend AM News	CM	6-8a	-----S	:30	1	\$135.00	P-1	0.00	NM	1	\$135.00
N52	WZZM	10/29/12	10/29/12	M-F 530-6a M-F Morning News	CM	530-6a	M-----	:30	1	\$445.00	P-1	0.00	NM	1	\$445.00
Totals														85	\$36,730.00